

**The Board of Directors meeting of the Costa Mesa Senior Corporation
Met on March 16, 2010, at 7:30 a.m.
In the 1st floor meeting room, of the
Costa Mesa Senior Center, 695 W. 19th Street, Costa Mesa.**

I. **CALL TO ORDER** - Bruce Garlich, Board President called the meeting to order.

II. **ROLL CALL**

Board of Directors Members Present:

Bruce Garlich	Judy Lindsay
Patricia Linsky	David Stiller
Phyllis Daugherty	Parker Wells

Board of Directors Members Absent:

Arlene Flanagan	Ron Frankiewicz
Mike Scheafer	Dr. Paul Flanagan

Staff Present:

Aviva Goelman, Executive Director
Marian Criss, Administrative Assistant

City of Costa Mesa Representative Absent:

Jana Ransom, Parks and Recreation, City of Costa Mesa
Donna Theriault, Management Analyst, City of Costa Mesa

Visitors:

Stella Adkins	RG Reiser
Edwina Worsham	Judy Takaya
Elvera Cravagan M.D.	Carol Fortier
Agnes Dubberly	Kathleen Eric
Marilynn Miller	Ernie Feeney
Rita Halter	

III. **MINUTES**

David Stiller moved to approve minutes of February 16, 2010. Patricia Linsky seconded the motion. Motion carried.

IV. **ORAL COMMUNICATIONS**

Ernie Feeney wants to know when will last years CDBG lunch box program money run out for low income seniors and when will her budget questions be answered?

V. **BOARD COMMENTS, SUGGESTIONS**

None

VI. **OLD BUSINESS**

o **Medical Van**

Donna Theriault passed out info on the WECARE program explaining its services and will meet with Aviva and WECARE to discuss alternatives to our bus. Right now the bus is going until the end of April. At the end of March Aviva Goelman will talk to Dr. Parry to see if funding for the Medical Van can be extended.

VII. NEW BUSINESS

- *Board Recruitment*

Bruce Garlich – The Executive Committee recommended that we authorize expenditure to run an ad in The Daily Pilot and Register to seek Board members.

Aviva Goelman reported the Pilot has a triple play right now. It goes into three (3) different papers within seven (7) days. We get a quarter of a page presumably in color if we get it in early enough, for \$325 for three (3) times.

Jana Ransom – There are also community bulletin boards associated with Orange County Register, I believe the Pilot has one and certainly the Daily Voice which is a online publication.

David Stiller moved to approve amount of \$650 for advertising in the Daily Pilot and Orange County Register. Parker Wells seconded the motion. Motion carried.

- *Senior Advisory Committee (SAC)*

Bruce Garlich mentioned that the SAC meeting was moved to the Sun Room. What Bruce would like to do is ask Aviva Goelman and Judy Lindsay to give their comments and concerns about some of the things they would like to see altered or modified or done better. Let me repeat how I thought SAC was supposed to work. Key word is SAC advisory and the notion was that SAC would take on issues and try to deal with them at their own level.

Judy Lindsay stated at the Executive Board meeting she was on the committee that did the strategic plan with Joan Weeks that put together the SAC group and the criteria for members and the criteria for what the SAC was meant to accomplish over the years. Judy feels that there hasn't been much positive movement that the same items that were discussed when she sat as liaison are still being discussed and questioned.

VIII. PRESIDENT'S REPORT – Bruce Garlich

None

IX. EXECUTIVE DIRECTOR'S REPORT – Aviva Goelman

- *Spaghetti Dinner*

We have a spaghetti dinner this Friday, March 16th. Edwina Worsham did volunteer entertainment for this dinner but unfortunately because of Saint Patrick's Day weekend he is unavailable but we will have music.

- *Annual Campaign*

The letters will be going out later today or tomorrow. Aviva passed out to each Board member five (5) envelopes with the annual campaign letter and the Centers brochure. She left them unsealed so that they may put a personal note in them as well and give out to friends, acquaintance, or family. More are available.

- *Social Services*

CDBG 3R committee recommended a \$5,000 cut for the Centers Social Worker for the next year.

- *Emeritus Classes*

Because of the state funding all our emeritus classes are being cut by Orange Coast Collage for the summer and that's eleven (11) slots. The Senior Center is working on keeping some going. All senior centers are suffering as well as the collages. I hope to work with Jana Ransom and work on some programs that we can work jointly here. The problem is that it is not going to be free like it is now.

- X. **CITY RECREATION REPORT** – Jana Ransom and/or Donna Theriault
Jana talked about partnership with the Center and that will go to council tonight and she is hoping for to get approval. There is cost involved depending where the class is held. This involves insurance, advertising etc.

XI. **REPORTS**

- A. **Financial Committee** – Ron Frankiewicz
None
- B. **Board Development Committee** – Mike Scheafer
None
- C. **Personnel Committee** – Bruce Garlich
None
- D. **Coffee Club** – Mary Anne Bane
None
- E. **Gift Shop** – Carol Fortier
The gift shop brought in \$1,200. for the month of February.
- F. **Senior Advisory Committee (SAC)** – Arlene Flanagan
Previously discussed
- G. **Travel Department** – Phyllis Daugherty
Phyllis announced a new trip for Wednesday, June 2nd “A Culinary Tour of Little Saigon” with Chef Robert Danhi.

XII. **STRATEGIC PLAN COMMITTEES**

- Goal 1 *Senior Involvement*
Team: Aviva Goelman, Judy Lindsay, Arlene Flanagan, Ashley Craig - None
- Goal 2 *Improve Communications Between Board, Staff and Members*
Team: Patricia Linsky, Judy Lindsay, Parker Wells - None
- Goal 3 *Become Proactive in Reaching Out to Community Groups & Integrate Programs That Are of Interest to Baby Boomers*
Team: Arlene Flanagan, Paul Flanagan, David Stiller
David Stiller wants to get the names and address of the large local churches so that he could approach them and see if our new brochures could be placed there.
- Goal 4 *Improve Marketing Strategies*
Team: Patricia Linsky, Judy Lindsay, Mike Scheafer - None
- Goal 5 *Improve Fundraising Process and Performance*
Team: Bruce Garlich, Mike Scheafer, Aviva Goelman - None

CLOSED SESSION:

Change to the minutes.
Take out XIII and put in
closed session comments.

The board unanimously approves the proposed Agreement with
the City of Cost Mesa to be effective July 1 2010.

**NEXT BOARD MEETING WILL BE ON TUESDAY APRIL 20, 2010
AT 7:30 A.M. AT C.M.S.C.**

*Approved
7:40A
4/20/10
CMSC BOD*